



A banner at a Bangkok golf tournament, with the name and logo of Mild Seven covered over.

logo of Mild Seven, the main sponsor. While unable to prosecute the organisers, the officials had the satisfaction of knowing that Japan Tobacco may have learned how serious Thailand is about enforcing its law.

New ad code cosmetic: official

It's particularly disappointing when your traditional friends and admirers drop you in it. In fairness, however, a Wall Street analyst cannot have intended her memo about BAT's business prospects last year to be made public, but only to reassure stockholders. The analyst wrote that the new international marketing standards announced with much fanfare by BAT, Philip Morris, and Japan Tobacco were unlikely to affect the companies' profitability. In other words, the analyst rated then, in health terms, . . . worthless.

In words eerily reminiscent of a US Tobacco Institute document of 1983 which reassured readers that BAT's US subsidiary Brown & Williamson "will not support a youth smoking program which discourages young people from smoking", the Wall Street analyst dismissed the new code at a stroke. "We have analyzed the 9-page agreement and believe that the multinationals' strategy is proactive and is a way to improve their image," wrote Ms Bonnie Herzog of Credit Suisse First Boston Equity. "Also, by proactively setting new international standards," the briefing continued, "the multinationals could be trying to counter a number of proposals that the WHO has been working on to curb the amount of cigarettes that are consumed on an international level."

The refreshingly realistic and un-stuffy analysis, which might have been written specially for this column, added that in many countries existing laws are stricter than the provisions of

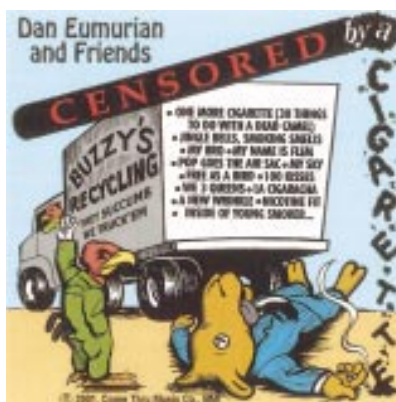


This picture from a newspaper in Mauritius offers a classic illustration of highly focused efforts to buy favour from a developing country government, presumably to reduce any risk of effective tobacco control action. BAT recently awarded educational bursaries to these 10 students from economically deprived areas.

the international marketing standards; and that Credit Suisse believed the "modest amount the multinationals actually spend on these types of practices will be redirected into other types of marketing promotions [such as] point of sale activity."

USA: 30 things to do with a dead Camel

Teachers, youth leaders, and health educators wondering how to get some of the more subtle messages about the tobacco conspiracy across to teenagers may find help in Wisconsin singer-songwriter Dan Emurian's latest CD



Cover of a CD entitled "Censored by a cigarette", containing songs directed at teenagers warning them of the devious strategies employed by tobacco companies.

"Censored by a cigarette". The 16 songs (our headline is borrowed from the subtitle of one of them) are performed by Emurian, accompanied by friends young and old. They are pitched at ages ranging from infants to adults, many of them to classic tunes that will be well known around the world. Those most likely to appeal to teenagers combine irreverent and subversive children's humour (*Pop! Goes the Air Sac* and *My Name is Flem* give you the general idea) with a more sophisticated explanation of some of the tobacco companies' most devious strategies. So while *A New Wrinkle* ostensibly deals with smoking's effects on the skin, it also explains how "Tobacco companies promise to lay education on us/ Like a fox holding school for the chickens/ 'Don't come into my den until you're older, but then?/ It's the grownup thing to do.' The plot thickens." Further information from www.PianosNSongs.com; or from Emurian at Come Thru Music Co, BMI, 1634 Barlow St, La Crosse, WI, USA.

Uganda: health comes in from the sidelines

Health advocates in Uganda were justly proud when the first anti-tobacco billboard at a sports ground in